

# WE DROVE OVER 1.5M IMPRESSIONS FOR DUNNION LAW PERSONAL INJURY ATTORNEYS

Dunnion Law, personal injury lawyers that service Monterey, Fresno, San Jose, and virtually every county in California, rely on mobile and OOH year round for branding and awareness.

## STRATEGY & TACTICS

- **Strategically Placed:** Dunnion Law knows the value of OOH to drive awareness and utilize bulletins in both San Francisco and Fresno, communities they serve, year round for constant promotion of their services.
- **Proximity Targeting:** A 5-mile geo-fence was set around each bulletin location.
- **Web Linked Banner Ad:** Linked to their website with more information on their personal injury services.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE..



OUTFRONT

RESULTS

1,574,1125

TOTAL IMPRESSIONS

0.43%

CTR

44.91%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK

